



Kiln Theatre

MARKETING & COMMUNICATIONS MANAGER

Application Pack

Kiln Theatre views the world through a variety of lenses, bringing unheard voices into the mainstream. We present high-quality and innovative work, which provokes debate and emotionally engages. Located in Brent, the most culturally diverse borough in London, we are a local venue with an international vision.

Converted from a music and dance hall, the Tricycle Theatre opened in 1980 as the permanent home of the Wakefield Tricycle Company. In September 2018 we completed a much-needed renovation that future-proofs the building for the next generation of theatregoers and theatre makers. The transformed Tricycle was renamed Kiln Theatre, locating it ever more closely with Kilburn and building on the company's artistic legacy through an exciting programme of new work.

Today, with Artistic Director **Indhu Rubasingham** and Executive Director **Daisy Heath**, Kiln Theatre continues its reputation of world-class British and international work, reflecting the exceptional diversity of its local community. We are proud to say that our audiences are some of the most diverse in the country.

Kiln Theatre has a 294-seat theatre alongside a 300-seat cinema, a beautiful bar and café, plus three rehearsal spaces which are used for our productions, workshops and Creative Engagement projects.

We want everyone to experience the power of theatre.

We were forced to close our building in March 2020 due to the COVID-19 nationwide lockdown, cancelling all performances and screenings. During this time, we continued our core work with our local, young people; as we look to the autumn, we are finding new ways that our workforce and facilities can be used to help our community of Brent as our reopening plans solidify.

“Electrifying, fiercely relevant and compelling. If, in these times, we are ever more in need of powerful and provocative political theatre, here it is.” The Guardian (Pass Over)

OUR VISION

To uncover our shared humanity, illuminating our connection through stories, and deepening our capacity to empathise with the other.

OUR MISSION

To make theatre for all by making space for unheard/ignored voices.

We encourage artists of all ages and backgrounds. Our ambitious Creative Engagement programme aims to champion the imagination, aspiration and potential of the Brent community young and old. We invest in creating meaningful relationships with young people to inspire and encourage their creativity, their confidence and self-esteem. We work with older people to create a thriving community around our theatre.



KILN THEATRE

Kiln Theatre presents around six productions per year, many of these are commissioned and written specifically for this theatre or are programmed in collaboration with national or international companies.

Recent productions include Antoinette Nwandu's *Pass Over "Waiting for Godot for the Black Lives Matter era"* (Time Out), *Snowflake* by Mike Bartlett, *When the Crows Visit* by Anupama Chandrasekhar and our community play *The Seven Ages of Patience* written by Chinonyerem Odimba which had a cast of over 80 players "Kiln has done a fantastic job of supporting the local community and has presented a clear example of how transformative this sort of work can be" (Broadway World).

OUR VALUES

Kiln Theatre is Inclusive
Kiln Theatre is Authentic
Kiln Theatre is Heartfelt
Kiln Theatre is Fearless

Our values shape the way we work. They are key to unlocking our ability to ensure our work is accessible and relevant, that we make brave, bold choices, and that we maintain our integrity and empathy. They underpin the way we build and maintain our relationships with the artists, communities and audiences we make work with and for.

KILN CINEMA

Our 300-seat cinema shows the best art-house and mainstream films alongside festivals and special Q&A screenings. Recent partners have included: NT Live; Globe on Screen; BFI London Film Festival; Images of Black Women Film Festival; DocHouse; Kilburn Film Festival.

FUNDING

Our annual turnover is approximately £3.5 million. Kiln Theatre receives funding from the Arts Council England as a National Portfolio Organisation. Other income comes from box office ticket sales and other revenue streams, with a final sum generated through fundraising.

THE ROLE

Title:	Marketing & Communications Manager
Location:	Kiln Theatre, 269 Kilburn High Road, London NW6 7JR
Reports to:	Head of Marketing & Communications
Contract:	Full-time, permanent

Purpose

The Marketing & Communications Manager will be an integral part of the running of Kiln Theatre and Cinema. The principal purpose of the role is to grow, cultivate and retain audiences through targeted, specific marketing and communications strategies. They will be responsible for Customer Relationship Management (CRM), content creation and growth in all digital channels.

The Marketing & Communications Manager will deputise for the Head of Marketing & Communications where appropriate and will support all other departments of Kiln Theatre in their need for external communications and positioning.

Key Responsibilities**Brand**

- To understand Kiln Theatre's visual identity, and to ensure all marketing and communications adheres to brand guidelines
- To work with the Fundraising team to develop appeals and communications regarding Kiln Theatre's need for charitable support
- To advocate for Kiln Theatre's brand in co-productions and transfers

Marketing Campaign Management

- Work with Head of Marketing & Communications to create excellent and bespoke marketing campaigns, and oversee their delivery within approved budget(s)
- Collate relevant information and assets for all offline promotional material that includes (but is not limited to): brochures, flyers, programmes, leaflets, posters and copy
- Ensure efficient and effective co-ordination of print distribution, through direct mail, agencies, casuals and front of house
- To implement and monitor marketing and press campaigns and activity for each production in order to maximise attendance and sales, and to deliver audience development objectives
- To assist with the creation of copy and artwork for all productions and activity at Kiln Theatre and Cinema
- To implement and manage all advertising including print, digital and social media
- To assist on the development of Kiln Card, a cinema / priority booking scheme
- To manage and implement Kiln Theatre's content strategy within allocated budgets
- Support the devising and implementing of marketing strategies for the Cinema

Digital Distribution

- Support the planning and implementation of Kiln's digital plan
- Collate relevant information and assets for all online communications that includes (but is not limited to): email/e-newsletters, website and social media channels
- Create and manage Kiln Theatre's social media calendar, scheduling in activity, sharing content and creating new and exciting ways to communicate with different target audiences
- Update the Kiln Theatre website and social media channels, ensuring they are relevant, impactful and current
- Build and manage internal display networks, including Google Ads, Facebook / Instagram display and YouTube pre-roll
- To manage, implement and monitor all digital marketing activity including digital advertising, website content, organic social media and paid social media advertising, trailers and e-newsletters
- Assist on live streaming events or video-on-demand distribution

Customer Relationship Management (CRM)

- Manage the data extraction and scheduling of communications in line with the overarching CRM strategy and GDPR consent preferences
- Be fully conversant with Kiln Theatre's ticketing system Spektrix, and ongoing software upgrades and developments
- Work closely with Operations Team to ensure a good flow of information between Customer Service team(s) and Marketing & Communications team
- Manage Kiln's sales database, including data cleanliness and collection
- Contribute to the collection of audience / event data and reporting systems as required

Communications & Press

- Support and represent Kiln Theatre at press nights and stakeholder events
- Help to coordinate and deliver relevant filming, press/interviews, press trips and photo calls
- Play an active part in communication briefings

Customer Care

- Collaborate with Operations and Front of House to:
 - Support the improvement customer care / overall visitor experience
 - Streamline internal communications
 - Encourage collaboration and ideas sharing
 - Ensure key messages are promoted
 - Build relations with customers and identify potential supporters
 - Support the delivery of Kiln's Access & Inclusion objectives

Audience Development

- Assist in the planning, research and implementation of audience development initiatives that cultivate demographics in line with the requirements of funding criteria and programming
- Identify areas of growth and digital solutions to how to grow different audience types
- Be part of the Access & Inclusion committee and lead the working groups to ensure we are always improving accessibility and striving to create a 'Theatre for All'
- Lead on the implementation of audience feedback surveys, including the weekly feedback, annual ACE audience survey and the Insight Toolkit

Other

- Assist the General Manager on Press Night seating allocation and ticket distribution
- Manage the publication of play-texts and programmes, including liaising with artistic team and assistant directors to collate content
- Support the needs of other Kiln departments including Fundraising, Creative Engagement and Operations and Front of House.

General

- At all times carry out duties and responsibilities with regard to Kiln Theatre's Equal Opportunities, Green, Access & Inclusion and Health and Safety Policies
- Develop and maintain good relationships with relevant third party organisations
- Attend run-throughs, rehearsals, other events and meetings as required
- Maintain departmental systems, filing and archives
- Attend and participate in relevant training
- Be aware of the Evacuation and Health & Safety requirements to report any problems to the Operations team
- Be aware at all times of the Company's charitable status and operate accordingly

Person Specification

- At least 2 years' experience of working in a marketing / sales position
- Ability to work collaboratively and to connect and work in partnership with others internally and externally
- Diplomacy, sensitivity, and complete confidentiality
- Excellent written and verbal communication skills
- Excellent attention to detail
- Excellent research skills
- Ability to work efficiently and autonomously across multiple and changing priorities
- Experience of working with budgets and reporting against income and expenditure
- Passion for theatre / film / arts
- An understanding of the wider UK fundraising landscape and a good knowledge of the EU General Data Protection Regulation (GDPR) where it relates to charity fundraising

- An interest in and commitment to the work of Kiln Theatre's commitment to inclusion and equality of opportunity

Desirable Skills

- Experience in using computerised box office systems for marketing purposes
- Confident in using new technologies, including social media channels
- Experience in e-marketing and website maintenance
- Proficient in use of Word, Excel, Photoshop, In Design, imovie and Spektrix ticketing,

This job description is a guide to the nature of the work required of Marketing & Communications Manager and does not form part of the contract of employment.

TERMS AND CONDITIONS

Contract:	Full-time, permanent from January 2021 Kiln Theatre office hours are 10am–6pm but mid-week evening work will be essential sometimes (press nights, supporters' events)
Start date:	From January 2021 or later agreed date
Salary:	£27,500 per annum paid PAYE via payroll
Holiday entitlement:	20 days plus bank holidays increasing to 25 days after 2 years' continuous employment
Probationary period:	3 months, followed by review
Pension:	Kiln Theatre operates an auto-enrolment pension scheme for all employees. Kiln's contribution is capped at 3% of basic salary although employee may contribute more
Other benefits:	Complimentary tickets for preview performances, subject to availability, £2 tickets to Kiln Cinema and 20% staff discount in Kiln Kitchen bar/café/restaurant

Equal Opportunities

Kiln Theatre is an Equal Opportunities employer, and we strive to create an inclusive environment that reflects and celebrates our local community. We particularly encourage applications from Black, Asian and ethnically diverse people and D/deaf & disabled candidates as these groups are currently underrepresented in our staff team.



Application Procedure:

Please note that only applications submitted on Kiln Theatre's standard Application Form will be considered. We do not accept CVs.

Application Forms can be downloaded here: <https://kilntheatre.com/our-story/jobs/>

Once the Application Form and Equal Opportunities Monitoring Forms are completed please return, by the closing date below, to recruitment@kilntheatre.com

Closing date for applications: **9am Wednesday 2 December 2020**

First round interviews: **Wednesday 9 December 2020**

WHAT HAPPENS NEXT?

We will invite some applicants for an interview, arrangements will be in compliance with latest government guidance on COVID-19. Due to the anticipated volume of applications, we are sorry we are unable to provide application feedback at this stage of the process.

Standard class travel expenses will be reimbursed for candidates travelling to an interview from outside London, up to a maximum of £50. These should be agreed in advance. Please bring receipts for travel expenditure.